

## DiSCourse Seminar

The Digital Science Center and the Department of Information Systems, Production and Logistics Management would like to invite you to the following presentation:

**Alexander Kupfer**  
University of Innsbruck

“What A Great Deal” – Why Decomposing Textual Aspects of Online Customer Reviews  
Can Be Useful

Online customer reviews (OCRs) are omnipresent in e-commerce as they help to reduce information asymmetries about product quality. Consumers substantially rely on OCRs before purchasing but are likely to face an information overload due to the high number of existing OCRs. To decide which OCRs to highlight, e-commerce companies typically let consumers vote whether a review is helpful and then sort OCRs by their helpfulness votes. Even though this approach has shortcomings, existing research uses these votes to infer the determinants of what makes a review helpful. In this talk, I will present an alternative approach to infer review helpfulness. I will illustrate how text mining approaches can decompose textual aspects of OCRs (e.g., information on purchase condition, product quality, and seller). To examine whether the composition of textual aspects is meaningful, I compare OCR data from ‘Black Friday purchases’ with OCR data from regular purchases. Information about the composition of textual aspects in OCRs further allows learning about consumers’ perceived helpfulness for each OCR.

About the speaker

[Alexander Kupfer](#) is an assistant professor at the University of Innsbruck and affiliated with both the Department of Information Systems, Production and Logistics Management and the Digital Science Center (DiSC). His academic work centres on information in digital business and digital markets, particularly on the effects of rewards and design aspects on online review systems.

### **Date, Time, Place**

Friday, 4 November 2022, 12:00 (CET), hybrid

Participants are invited to join the event at the Digital Science Center, Innrain 15, Open Space Area (1<sup>st</sup> floor) or online via [Big Blue Button](#).